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### Complete if Known

Application Number	09/497,773
Filing Date	02/03/2000
First Named Inventor	Pierce, et al.
Art Unit	3627
Examiner Name	Michael A. Cuff
Attorney Docket Number	1007-0001

### NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
MC	AA	LEWIS, KENT "A Banner Year For Advertising", Online Magazine, October 03, 2000, 2 pages, [Online] Retrieved from the Internet 5/30/2003, at URL < <a href="http://www.anvil-media.com/rachives/100300/banner.htm">http://www.anvil-media.com/rachives/100300/banner.htm</a> >	
MC	BB	JACKSON, JERRY W. "Web marketing stirs up sales for restaurant-gear vendor", Orlando Sentinel Newspaper, January 31, 2002, 2 pages, Orlando Sentinel, Orlando, Florida, U.S.A.	
MC	CC	ROBERTS, STAN "Pots, Pans 'N Profits", Small Business Opportunities Magazine, January 2003, 3 pages, 15th Anniversary Issue, Harris Publications, Inc., New York, U.S.A.	
MC	DD	KELSON, ALLEN "Smart Dealer Tricks", Food Service Equipment and Supplies Magazine, September 2000, 4 pages [Online] Retrieved from the Internet 11/12/2002, at URL < <a href="http://www.restaurantequipment.net/press/fasarticle0900.html">http://www.restaurantequipment.net/press/fasarticle0900.html</a> >	
MC	EE	WARD, STACY "Competing with Goliath", Foodservice Equipment Distributors Association Journal, May/June 2000, 6 pages, Foodservice Equipment Distributors Association, Chicago, U.S.A.	
MC	FF	WADDLE, LISA "Focusing on niche brought online success", Online Magazine, January/February 2001, 2 pages [Online] Retrieved from the Internet 11/12/2002 at URL < <a href="http://www.restaurantequipment.net/press/mybusinessmagazine-jan2001.html">http://www.restaurantequipment.net/press/mybusinessmagazine-jan2001.html</a> >, Hammock Publishing	
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Examiner Signature	<i>Michael Cuff</i>	Date Considered	12/29/03
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached.

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